

WHUM



Remington Rand Inc.
BRANCHES EVERYWHERE
MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed 1-28-47

Call letters WHUM
Station Location: Reading, Pennsylvania

BERKS BROADCASTING CO., INC. (AL gr 5/31/77 EFF: 8-1-77)

x EASTERN RADIO CORPORATION (AL 5-7-48; EFF: 5-15-48)

Name of licensee x EASTERN RADIO CORPORATION

Old Wyomissing Road, Reading, Pennsylvania (AL 8-16-60) (4e-description)

xx Hill location 0.2 mile West of Schuylkill River adjacent to

Transmitter location downtown area, Reading, Penna. (MP 8-19-46)

101-North 5th Street, Reading, Pennsylvania (4e-description - BL 8-16-60)

x Berkshire Hotel, corner 5th & Washington Sts., Reading, Pa. (EFF: 9-1-55)

x Tower Hotel, Skyline Drive on Mount Penn. Lower Alsace Township

Berks County, Pennsylvania (ML 7-15-53)

Main studio location x Berkshire Hotel, Fifth and Washington Sts., Reading, Pa. (MP 8-19-46)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
B2-P-3761 Letter	2-13-46	1240	250w	U	
	4-1-46 C.P. for a new station subject to filing MP for approval of T site and antenna (Conditional Clause)				
B2-P-3761 B2-MP-1918	8-19-46	1240	250w	U	10-19 4-19-47
	Mod.C.P. (3761) for approval of antenna and T site and studio location (Conditional Clause)				
B2-L-2036 B2-Z-1857	1-28-47	1240	250w	U	1-28 8-1-49
	Lic. to cover CP (3761 as mod.) for new station and determine operating power by direct method (Conditional Clause)				
B2-L-2036 B2-Z-1857	1-28-47	1240	250w	U	1-28 8-1-49
	Superseded license to correct official number (Conditional Clause)				
BTC-533 Eff: 8-29-47	8-21-47	Voluntary transfer of control of licen- see corporation from G.F.Landon, Betty W.Landon, Lucinda Converse, Dorothy B. Woodall, Patricia Bacon and Max O'Rell Fruitt to Humboldt J. Greig, Jessie P. Greig, Robert G.Magee and Thomas P. Robinson			
BAL-720 EFF: 5-15-48	5-7-48	Vol.Assignment of Lic. from Eastern Radio Corporation (A New York Corporation) to Eastern Radio Corporation (A Pennsylvania Corporation).			
BR-1401	7-13-49	1240	250w	U	8-1 8-1-52
BP-7408	12-7-49	1240	250w	Un	2-7 8-7-50
BL-3936	2-8-50	1240	250w	Un	2-8 8-1-52
	CP to install new transmitter. Lic. to cover CP (7408) to install a new transmitter.				
BTC-1218 Eff.	12-28-51 1-10-52	Transfer of control of licensee corp. from Humboldt J. Greig and Jessie P. Greig to Humboldt J. Greig			
BR-1401	7-2-52	1240 kc	250 w	Unl.	8-1-52 8-1-54
BRC-34 (1)	4-27-53	Mod. of lic. to operate trans. by R.C. from Skyline Studios, Skyline Drive, Reading, Pa.			

B S

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W H U M

Name of licensee EASTERN RADIO CORPORATION.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BTC-1492 EFF:	5-25-53	Vol. relinquishment of positive control of licensee corp. by Humboldt J. Greig			
BTC-1492 EFF: 6-5-53	5-25-53	Superseding author. to show relinquish- ment of control of licensee corp. by Humboldt J. Greig to all stockholders			
BML-1545 (2)	7-15-53	ML to change studio location. Waiver 3.30(a)			7-15 8-1-54
BR-1401	7-7-54	1240	250w	U	8-1 8-1-57
BRC-794 (1)	8-26-55	Mod. of Control Point to Washington Sts.,	lic. to change trans. Remote Berkshire Hotel, 5th and Reading, Penn.		
BP-10532	5-8-56	1240kc	250w	U	7-8-56 1-8-57
	CP to install new transmitter				
BL-6206 (2)	7-19-56	License to cover CP (BP-10532) which authorized installation of new transmitter.			
BTC-2264 EFF:	7-19-56 7-31-56	Vol. Trans. of Control of licensee corp. from Paul A. Flickinger, et al to: Jessie P. Greig, J. Turner Moore, Jr., Frank L. Hornberger, Arthur W. Heim, and Elmer Gray, Voting Trustees.			
BR-1401	7-25-57	1240	250	U	8-1 8-1-60
BR-1401	7-20-60	1240kc	250w	U	8-1 8-1-63
BL-8020 ---	8-16-60	1240kc	250w	Aux	8-16 8-1-63
	Lic. to use old main trans. as an aux. trans. --				
BP-12707	10-10-62	1240kc	250w, 1kw	LS U	12-10 6-10-63
	CP to increase daytime power to 1kw and install a new transmitter (GATES BC-1T) and make changes in the ground system (Cond'l).				
BtC-4271 EFF:	5-6-63 5-6-63	Voluntary transfer of control of licensee corporation from Jessie P. Greig, Franklyn L. Hornberger, Elmer Gray, Jr., J. Turner Moore, Jr. and Arthur W. Heim, Voting Trustees TO Jessie P. Greig, Franklyn L. Hornberger, George B. Gaul, John Hartshorn and Julius Haussmann, Voting Trustees.			

Form BC 126
June 1954

#13

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W H U M

Station location

Name of licensee EASTERN RADIO CORPORATION

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BL-10,014 (Main)	6-25-63 Lic. to cover CP daytime power and changes in ground	1240 kc	250w-1kwLS Un BP-12,707) which install new trans and system. (Cond'1)	(RC) (GATEs BC-IG)	6-25 8-1-63
BR-1401	7-31-63	Renewal of License (Main & Aux.)			8-1 8-1-66
BR-1401	7-29-66	Renewal of License (main & auxiliary)			8-1 8-1-69
BR-1401	9-15-69	Renewal of License & NDEA (Main-S & Aux.-S)			8-1-72
BTC-6301 EFF	12-11-70 1-5-71	VOL. TC			
EBSA	5-25-72				
BR-1401(L)	8-17-72	RENEWAL MAIN & AUX.			8-1-75
BR-1401(S)	12-15-75	RENEWAL (MAIN & AUX.)			8-1-78
BZ-9088(1)	5-11-76	Direct Measurement (Main and Auxiliary)			
BAL-8916	5/31/77	Vol AL EFF: 8-1-77			
BR-1401(L)	7-27-78	RENEWAL (MAIN & AUX.)			8-1-81

APPLICATION RECORD—BROADCASTING

W H U M

Call letters X NewName EASTERN RADIO CORPORATION Record 630
(Temp. P.O. address 230 Park Avenue, New York 17, N.Y.)

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B2-I-3761	10-5-44	C.P. for a new standard broadcast station	GRANTED	2-13-46
Rec'd	11-8-44	to be operated on:	subject to filing MP for	
Filed	11-8-44	Frequency: 1240 kc	approval of T site and	
		Power: 250w	antenna and conditional	
		Hours of Operation: Unlimited time	re waiver Sections	
		Trans. & Studio Locations: To be determined	3.55(b) and 3.60	
		in or near Reading, Pa.	Letter	4-14-46
			Issued with MP-1918	
		(Filed Harrison T. Slaughter, Atty.)		
		Grant R. Wrathall, Engineer		

APPLICATION RECORD - BROADCASTING

#2

Call

Letters W H U MName EASTERN RADIO CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
B2-MP-1318	5-10-46	Mod. of C.P. (B2-F-3761, which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations at Hill location 0.2 mile West of Schuylkill River adjacent to downtown area, Reading, Pennsylvania and Berkshire Hotel, Fifth and Washington, Reading, Pennsylvania, respectively. (Filed by Harrison T. Slaughter, Atty.; Grant R. Wrathall, Engr.)	GRANTED (Conditional Clause re waiver 3.55(b) and 3.60)	8-19-46
Rec'd	5-14-46			
Filed	5-14-46			

APPLICATION RECORD - BROADCASTING

#3

Call

Letters W H U MName EASTERN RADIO CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
B2-L-2036	8-27-46	License to cover C.P.(B2-P-3761, as mod.,) which authorized a new standard broadcast station and Authority to determine operating power by direct measurement of antenna power. (Harrison T. Slaughter, Atty.; Grant R. Wrathall, Engr.)	GRANTED	1-28-47
Rec'd	9-3-46		(Conditional re waiver	
Filed	9-3-46		3.55(b) and 3.60)	
B2-Z-1857	8-27-46			
Rec'd	9-3-46			
Filed	9-3-46			

APPLICATION RECORD - BROADCASTING

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Call

Letters W H U M

EASTERN RADIO CORPORATION (AL 5-7-48)

Name x EASTERN RADIO CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BTC-533 Rec'd Filed	2-3-47 2-18-47 2-18-47	Voluntary Transfer of Control of licensee corporation from G.F.Landon, Betty W.Landon, Lucinda Converse, Dorothy B.Woodall, Patricia Bacon and Max O'Rell Truitt to Humboldt J. Greig, Jessie P.Greig, Robert G.Magee and Thomas P.Robinson. (60 shares of common stock-54.5%) (Filed by William C.Fitts,Jr.,Atty.)	GRANTED EFF: 8-29-47	8-21-47
BAL-720 Rec'd Filed	4-7-48 4-8-48 4-8-48	Voluntary Assignment of License from Eastern Radio Corporation (A New York Corporation) to Eastern Radio Corporation (A Pennsylvania Corporation).	GRANTED EFF:	5-7-48 5-15-48

APPLICATION RECORD - BROADCASTING

#5

Call
Letters W H U MName EASTERN RADIO CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BR-1401 Rec'd	6-13-49 6-14-49	Renewal of license Filed by William C. Fitts, Jr. N.Y. Atty.	Granted	7-13-49
BP-7408 Rec'd Filed	10-26-49 11-9-49 11-9-49	Construction Permit to install new transmitter (Raytheon RA-250).	GRANTED	12-7-49
BL-3936 Rec'd Filed	1-6-50 1-11-50 1-11-50	License to cover C.P. (BP-7408) which authorized to install a new transmitter.	GRANTED	2-8-50
BTC-1218 Rec'd Filed	10-26-51 10-29-51 10-29-51	Voluntary transfer of control of licensee corporation from Humboldt J. Greig and Jessie P. Greig to Humboldt J. Greig thru voting agreement.	GRANTED Eff.	12-28-51 1-10-52

APPLICATION RECORD - BROADCASTING

Call
Letters W H U M

Name EASTERN RADIO CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BR-1401 Rec'd Filed	4-26-52 5-1-52 5-1-52	Renewal of license	GRANTED	7-2-52
BRC-34 Rec'd Filed	3-17-53 4-21-53 4-21-53	Modification of license to operate transmitter by Remote Control from Skyline Studios, Skyline Drive, Reading, Pennsylvania. George Bunn, Atty.	GRANTED	4-27-53
BTC-1492 Rec'd Filed	4-28-53 5-5-53 5-5-53	Voluntary relinquishment of positive control of licensee corporation by Humboldt J. Greig thru the termination of a voting trust agreement with Jessie P. Greig. Reed Miller, Atty.	GRANTED EFF:	5-25-53 6-5-53

Name **EASTERN RADIO CORPORATION**

File No.	Dated	Application for	Action	
			Nature	Date
BML-1545 Rec'd Filed	6-2-53 6-8-53 6-8-53	Modification of license to change studio location from Berkshire Hotel, Fifth and Washington, Reading, Penna. to Tower Hotel, Skyline Drive on Mount Penn, Lower Alsace Township, Pennsylvania. George Bunn, Atty.	GRANTED Waiver 3.	7-15-53 30(a)
BR-1401 Rec'd Filed	5-21-54 5-24-54 5-24-54	Renewal of License Filed by Reed Miller, Atty.	Granted	7-7-54
BRC-794 Rec'd Filed	8-25-55 8-26-55 8-26-55	Modification of License to change transmitter Remote Control Point from Tower Hotel, Skyline Drive on Mount Penn, Lower Alsace Township Berks County, Penn. to Berkshire Hotel, 5th and Washington Streets, Reading, Penn. George Bunn, Atty.	GRANTED	8-26-55

APPLICATION RECORD - BROADCASTING

Call
Letters W.H.U.M.

Name EASTERN RADIO CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,532 Rec'd Filed	4-18-56 4-23-56 4-23-56	Construction Permit to install new transmitter (RCA BTA 250M) Atty. - James O. Juntilla	GRANTED	5-8-56
BL-6206 Rec'd Filed	5-31-56 6-8-56 6-8-56	License to cover construction permit (BP-10,532) which authorized the install- ation of a new transmitter. James O. Juntilla, Atty.	GRANTED	7-19-56

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters WHUMName EASTERN RADIO CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2264 Rec'd Filed	6-20-56 6-21-56 6-21-56	Voluntary transfer of control of licensee corporation from Paul A. Flickinger, et al to Jessie P. Greig, J. Turner Moore, Jr., Frank L. Hornberger, Arthur W. Heim and Elmer Gray, Voting Trustees. James O. Juntilla, Atty.	GRANTED EFF:	7-19-56 7-31-56
BR-1401 Rec'd Filed	4-18-57 4-25-57 4-25-57	Renewal of License. James O. Juntilla, Atty.	GRANTED	7-25-57
BP-12,707 Rec'd Filed	12-18-58 12-22-58 12-22-58	Construction permit to increase daytime power from 250w to 1kw and install new transmitter (GATES EC-1T) and make changes in ground system. Atty. - Arnold, Fortas & Porter (James O. Juntilla) Engr. - A. Earl Cullum, Jr., Dallas, Texas	GRANTED Cond'l re: Permittee shall accept such interf. as may be imposed by other existing 250w Class IV stations.	10-10-62

Aug. 1955

#10

APPLICATION RECORD - BROADCASTING

Call
Letters W H U MName EASTERN RADIO CORPORATION
Reading, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BR-1401 Rec'd Filed	4-18-60 4-25-60 4-25-60	Renewal of License. James O. Juntilla, Atty.	GRANTED	7-20-60
BL-8020 R & F	5-27-60 6-3-60	License to use old main transmitter as an auxiliary transmitter. James O. Juntilla, Atty.	GRANTED	8-16-60
BTC-4271 Rec'd Resubmit. R & F	4-8-63 4-6-63 4-18-63	Voluntary transfer of control of licensee corporation from Jessie P. Greig, Franklyn L. Hornberger, Elmer Gray, Jr., J. Turner Moore, Jr. and Arthur W. Heim, Voting Trustees to Jessie P. Greig, Franklyn L. Hornberger, George B. Gaul, John Hartshorn and Julius Haussmann, Voting Trustees. Atty. - Arnold, Fortas & Porter (T.G. Fisher)	REF'D not dated GRANTED EFF:	4-16-63 5-6-63 5-6-63

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

1240kc

Call WHIM
Letters

#11

Name EASTERN RADIO CORPORATION
Reading, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BL-10014 R. & F.	3-4-63 3-6-63	Lic to cover CP(BP-12,707) which auth incr. daytime power and install new trans(specify type trans as GATES-BC-1G); make chgs in ground system. Atty-Arnold, Fortas & Porter	GRANTED Cond'l re: interference re Cl IV stations inc.power.	6-25-63
BR-1401 R & F	4-12-63 4-29-63	Renewal of license (MAIN & AUX.) Atty. Thomas G. Fisher	GRANTED	7-31-63
BR-1401 R & F	4-19-66 5-3-66	Renewal of License (Main & Aux.) Atty.: Reed Miller	GRANTED	7-29-66
BR-1401 R & F	4-18-69 4-23-69 4-23-69	Renewal of License(Main & Aux.) Atty.-Arnold & Porter (David H. Lloyd) AMENDED 5-12-69 re: supplemental programming	GRANTED	9-15-69
BTC-3301 R & F FEE PD: \$165 REFUND \$90 JUL 20 1970	6-12-70 6-29-70 -#611970	Voluntary transfer of control of lic corp from Robert G. Magee, Jessie P. Greig, John E. Schuler et al (all 3 to Schuler) to Broadcast Associates, a limited partnership consisting of William A. Chapoff and Herman L. Colson (partners) and Jack Alley et al (all limited partners) Atty for transfer - Arnold & Porter	GRANTED EFF 1-5-71 Pub. notice filed (SEE OVER) 7-21-70	12-11-70
		For transfer - N.E. Jorgensen		

RE: HTC-6301 (AMENDED 11-10-70)
Legal data re transferee partnership
AMENDED 12-7-70 - expl from atty re liabilities;
expl. re programming

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APPLICATION RECORD - BROADCASTING

Call
Letters W H U M

BERKS BROADCASTING CO., INC.

Name EASTERN RADIO CORPORATION
READING, PENNSYLVANIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1401 RR & F PN Recd. PRESS MAY 25 1972	4-28-72 5-1-72 "	RENEWAL OF LICENSE (MAIN & AUXILIARY) N.E.Jorgensen, Atty. AMENDED 7-28-72 re: employment policy	GRANTED	8-17-72
BR-1401 R & F PN Recd. PRESS 6 MAY 1975	3-27-75 4-1-75 "	RENEWAL OF LICENSE (MAIN & AUXILIARY) N.E.Jorgensen, Atty. AMENDED 5-22-75 re: programming AMENDED 7-11-75 re: EEO AMENDED 8-4-75 re: EEO	GRANTED	12-15-75
BZ-9088 R & F DM PRESS APR 9 1976	2-17-76 2-20-76 3-31-76	Direct Measurement (Main & Auxiliary) Atty: Norman Jorgensen	GRANTED	5-11-76
BAL-8916 R & F FILED (Form 311) Pub notice filed 2-16-77	1-19-77 1-24-77 2-15-77	Voluntary assignment of license to BERKS BROADCASTING CO., INC. Atty for assignor - N.E. Jorgensen for assignee - <u>Stamler & Shrinsky</u>	GRANTED EFF:	5/31/77 8-1-77

(SEE OVER)

RE: BAL-8916 by laws & Certificate of Inc. (Certificate
only) filed 1-27-77 ATTY WAS CALLED - attachments to
Certificate of Inc. necessary; also certification of by law
ATTACHMENTS to Cert of Inc. - filed 2-15-77
ATTACHMENTS (a thru j) to Agreement filed 2-8-77
Certification of by laws filed 2-17-77

AMENDED 4-18-77 - chges in stockholders; stockholdings
officers; revised fin. plan & bal. sheet

AMENDED 5-25-77 - revised EEOP

Form BC-121

May 1976

APPLICATION RECORD - BROADCASTING

Call

Letters W H U M

Name BERKS BROADCASTING CO., INC.
READING, PENNSYLVANIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1401 R & F PRESS	3-15-78 4-3-78 APR 19 1978	RENEWAL OF LICENSE (MAIN & AUXILIARY) Atty. James M. Weitzman (Stanbler & Shrinsky, P.C.)	GRANTED	7-27-78
BR810326UP PRESS	MAY 14 1981	RENEWAL OF LICENSE ATTY. Russell E. Arkin		8-7-81
BAL810513HM Form 314 PRESS JUN 9 1981 PN filed 6-24-81		Vol AL to READING RADIO, INC. Atty Russell E. Arkin	OK	7-27-81

Renewal
Requested

Date
Received

Designated
for Hearing

Reason

Remarks

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About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

